



# Meeting Minutes

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
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**Thursday, September 14, 2017**

**5:00 PM**

**LOTT Board Room**

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### Special Meeting - PBIA Board Retreat

#### 1. CALL TO ORDER

Chair Corso called the meeting to order at 5:03 p.m.

#### 1.A ROLL CALL

Councilmember Roe and Boardmember Dean arrived after the roll call was taken.

**Present:** 10 - Chair Mary Corso, Boardmember Alana Carr, Boardmember Janis Dean, Boardmember Sheila Irish, Boardmember Bobbi Kerr, Boardmember Kim Murillo, Boardmember David Rauh, Boardmember Nathan Rocker, Boardmember Danielle Ruse and Boardmember Jeffrey Trinin

**Excused:** 2 - Boardmember Jacob David and Boardmember Audrey Henley

#### OTHERS PRESENT

Community Planning and Development Staff:  
Director Keith Stahley  
PBIA Staff Liaison Amy Buckler  
Downtown Liaison Mark Rentfrow  
Minutes Recorder Stacey Rodell

New PBIA Boardmember Jeff Barrett

#### 2. APPROVAL OF AGENDA

The agenda was approved.

#### 3. ANNOUNCEMENTS

The PBIA annual rate payer meeting will be held on Wednesday - September 27th at 6:00 p.m. at Ramblin Jacks restaurant.

#### 4. BUSINESS ITEMS

[17-0944](#) Discussion about PBIA Roles, Goals and 2018 Work Plan Priorities

Ms. Buckler reviewed the PBI roles, goals and 2018 work plan priorities via a PowerPoint presentation. A copy of the presentation can be found in the meeting details on the City's website. The Boardmembers assembled into two groups to discuss "how we do it" for each of the goals of the PBI. Each of the two groups shared the results of its discussion.

#### Communications

- Send out shorter surveys more frequently to rate payers
- Gathering more member contact information
- Creating a physical and electronic comment box for rate payers
- Welcome wagon delivering a welcome packet to new member
- Putting the City of Olympia's PBI website page to better use
- Monthly meetings with bar owners

#### Clean, Safe and Beautiful

- Would like to see beautiful be in its own category
- Alley flushing
- Flower baskets and art
- Asking members if they would rather the PBI funds be spent on cleaning up streets and sidewalks or on art/murals

#### Marketing

- Advertising - Billboards
- Twinklefest
- Sponsor the Downtown for The Holidays event
- Working with the Olympia Downtown Association on advertising
- Focusing on PBI events

**The discussion was completed.**

## **5. ADJOURNMENT**

The meeting adjourned at 7:51 p.m.